

**Minutes of the Regular Public Art Commission Meeting  
Wednesday, March 28, 2007  
Conference Room A, Alameda Free Library**

1. CONVENE: 7:04 p.m.

2. ROLL CALL: Chair Huston, Vice-Chair Lee, and Cervantes

Commissioner Wolfe arrived at 7:18 p.m.

Commissioner Rosenberg was absent.

STAFF PRESENT: Cathy Woodbury, Planning and Building Director; Douglas Vu, Planner III; Tony Ebster, Recording Secretary

3. MINUTES: Minutes for the Regular Meeting of November 29, 2006

Commissioner Cervantes motioned to approve the minutes for the meeting of November 29, 2006, as amended.

Vice-Chair Lee seconded the motion, which carried by unanimous vote – 3  
[Abstain: Commissioner Wolfe – 1; Absent: Commissioner Rosenberg – 1]

Minutes for the Regular Meeting of February 28, 2007

Chair Huston motioned to continue the minutes of February 28, 2007 to the Public Art Commission meeting of April 25, 2007.

Vice-Chair Lee seconded the motion, which carried by unanimous vote – 4  
[Absent: Commissioner Rosenberg ]

4. ORAL COMMUNICATION:

5. REGULAR AGENDA:

a. Approve Meeting Calendar for 2007

Chair Huston identified scheduling issues and proposed checking with the Commissioners for availability.

Chair Huston motioned to continue item to meeting of April 25, 2007

Vice-Chair Lee seconded the motion

Motion carries

b. Program to Promote Public Art in Alameda

Cathy Woodbury explained the goals and mission of the Public Art Program and then asked everyone in the audience to introduce themselves. Ms. Woodbury then discussed the Program's requirements and informed the Commission it is their responsibility to

create a Public Art Plan that is to be submitted to the City Council on an annual basis. She also identified the Public Art Fund and described how those funds could be used to promote art in Alameda.

Ms. Woodbury stated that she is working with staff to create a more comprehensive work program, known as the Public Art Plan. She proceeded with a PowerPoint presentation. Some of the highlights included:

- Developing an Artist Resource brochure
- Creating a Public Art Map
- Assembling a Public Art Catalogue
- Establishing a public art review process
- Preparing an Alameda Public Art web page
- Explore the possibility of increasing the cap on public art fees

Chair Huston thanked Ms. Woodbury for her presentation. Members of the public in attendance then commented on the Plan and made the following suggestions:

- Have the PAC require or encourage developers to have a “general call” for art proposals to fulfill their art requirement on new projects
- Encourage City officials to attend art and cultural events
- Provide more gallery space in Alameda, especially City-owned buildings
- Provide local artists and arts organizations more exposure
- Provide grant funding for arts programs or to improve facilities
- Reduce or eliminate fees for event space for art shows and cultural events
- Create an Arts Council

Chair Huston then clarified the roles and responsibilities of the Public Art Commission. She stated that although desirable, some of the suggestions made by the audience were outside the subject matter jurisdiction of the Commission.

Commissioner Wolfe proposed amending the statute.

Commissioner Cervantes proposed that the Public Art Commission expand their role in the community since they are now a Commission and not a committee.

Ms. Woodbury talked about the revenues for the Commission and what they are to be used for.

Ms. Carol Burnett mentioned that she is working with the City of Walnut Creek about some of the projects they are working on and she mentioned changing the ordinance.

Chair Huston concurred with the point that Ms. Burnett made regarding the cap and how it affects the type and quality of public art projects.

Commissioner Wolfe pointed out that the percentage of public art money within a project is relative to the budget as a whole and smaller projects pay more. The cap is disproportionate in larger projects. He also mentioned that the developer can choose whether or not they provide public art or pay the in lieu fee.

Chair Huston clarified that the Commission is the filter by which the city acquires art and they do not get to select the art. They make sure the art is in public view.

Ms. Woodbury suggested that people who are interested in public art take a look at the projects that are going to the Planning Board, go to the meetings and get involved in the developments.

Chair Huston suggested creating a proposal for curatorial management and the in lieu fund could pay for this.

Ms. Woodbury responded by clarifying that the in lieu fund could not be used for a curator but rather for hardware to hang pictures, etc.

Ms. Burnett asked if the Commission gives developers a list of artists to choose from.

Chair Huston responded by clarifying that the Commission cannot give specific names to avoid a conflict of interest.

The amphitheater at the Bridgeside Shopping Center was mentioned. The general consensus was that the finished project was not what was proposed and that it is not suitable for most of the events that were proposed such as musical acts and literary readings.

Ms. Woodbury clarified the role of the planning department and that they make sure the art for a project is feasible and they make sure the project is built according to the plans that were approved.

Commissioner Wolfe clarified that the Commission only approves concepts and not plans.

Mr. Vu stated that the developers at Bridgeside are required to submit an annual programming plan and when finished, an on-site manager will oversee the programming plan for three years. This must be submitted to and approved by Ms. Woodbury.

Chair Huston replied by saying that the developer was required to provide a useful community performance space and an audience. She expressed concern as to who will oversee the programming for the space to make sure they fulfill their obligations.

It was asked if the in lieu fund could be used for existing projects. A response was given that the in lieu fund cannot be used for existing projects, only new projects.

Ms. Burnett offered her services and experience as an art consultant and developer for future projects.

The Carnegie building was mentioned. Ms. Woodbury responded by saying that consultants are being recruited to submit ideas for its usage.

General consensus was reached that the conversation needs to be expanded to include more people, ideas and proposals in the community.

Ms. Burnett suggested creating a cultural arts center to attract more artists and attention to the art and culture of Alameda. The Commission concurred that it would be a good idea to create such a place. It was suggested by a citizen who attended the meeting that several art locations in addition to a cultural arts center would make it easier for the community to access the public art.

Commissioner Lee likes the idea of a cultural arts center in that it brings artists and people of the community together allowing them to meet, network and get to know each other.

It was suggested that in addition to being prestigious and supportive, having a cultural arts center would provide valuable gallery space for visual arts such as paintings and photography.

It was suggested that gallery and meeting space be provided in several City-owned buildings such as the Veteran's Hall and City Hall. It was asked if along with its use as a permit center, the Carnegie building could be used for gallery space. Ms. Woodbury responded by saying a portion of the building could be used as gallery space. General consensus was that this would be very beneficial to the artists and community.

6. STAFF COMMUNICATIONS:

7. ADJOURNMENT: Meeting adjourned at 8:52 pm

Respectfully submitted,

Douglas Vu, Secretary  
Public Art Commission